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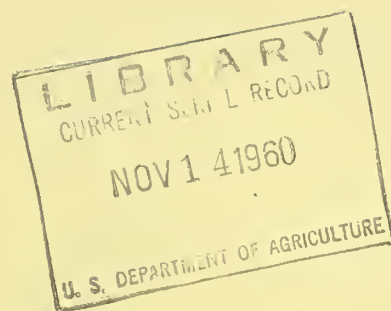
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Reserve

FOOD PREVIEW



A summary of the food outlook especially designed to give maximum advance information to food editors to help them plan food features.

U. S. Department of Agriculture
Agricultural Marketing Service

September 30, 1960
FP - 41

- MEAT.....Total supplies of red meat, per person, will probably be about one pound lower than last year, with the reduction in pork more than offsetting the increase in beef.
- Beef.....Cattle slaughter up to September 1 this year averaged around 11% over that period last year, but Federally inspected slaughter of cattle is currently running about 15% above a year earlier. Cow slaughter has averaged about 10% more than a year ago.
- Pork.....Market supplies of last spring's pig crop--which was 16% smaller than a year earlier--should reach a peak late this year. The decline in hog production, which began late last fall, is slackening and will probably end next year.
- Lamb.....Sheep and lamb slaughter has run slightly ahead of 1959. The 1960 lamb crop is 2% larger than last year.
- POULTRY:
- Broiler.....Both broiler supply and demand are declining seasonally. But the number of broiler-fryers now being raised runs about 5% over a year ago.
- Fryers
- Turkeys.....Recent slaughter, by weight, has been about a fourth greater than in 1959, but October-November slaughter is likely to run equal to or below year earlier levels, which reflects reductions in the April-June hatches. This year's crop--estimated at 82 million birds--will be about the same as last year. Seasonal distribution, though, and the distribution among breeds, is different from 1959. A 37% reduction in Beltsville-type turkeys is offset by an increase in the heavy breeds, which accounts for the increase in tonnage this year.
- Eggs.....Production is running slightly below last year's levels and is expected to continue lower well into 1961.
- DAIRY.....Milk output has been declining seasonally since early June but recently the decrease has been a little smaller than last year. Early September production of butter and cheese showed larger gains over a year ago than at any time in nearly two years for cheese, and four years for butter. In the first two-thirds of this year, total production of milk reached 88 billion pounds, as against 87.2 billion pounds last year. Consumption per person of milk products this year may dip to a record low, probably under 670 pounds, milk equivalent.
- VEGETABLES:
- Fresh.....Production this fall is expected to be moderately larger than a year earlier. Early fall cabbage and cauliflower production is considerably larger than last year's short crops. Also, early September indications are for a larger/fall output of celery, early fall spinach, snap beans and cucumbers. Prospective production of carrots and early fall lettuce and tomatoes runs smaller than last year.

Processed....At start of present marketing season, stocks of both canned and frozen vegetables were somewhat below a year earlier. Indicated output of vegetables for processing is only slightly greater than last year. Output of green peas is 8% below a year earlier, winter and spring spinach, 1% smaller, and sweet corn, 8% smaller. These decreases, though, are more than offset by these gains over a year earlier: green lima beans, 26%; snap beans, 16%; beets, 5%; cabbage for kraut, 30%, and tomatoes, 6%. If indicated production materializes, the total pack of canned vegetables will range from about equal to slightly larger than last year, and the frozen pack at least moderately larger.

Potatoes....Fall and winter supplies are expected to run a little larger than a year earlier. The important fall crop, estimated at 172 million hundredweight, is 4% larger than last year and a tenth above average. The sweet potato crop--forecast at 14,885,000 hundredweight--will be about a fifth smaller than last season and 23% below average.

FRUITS:

Citrus.....Hurricane Donna caused loss of fruit in Florida citrus groves. Estimates of the 1960-61 crops will be issued October 10, but early reports indicate a possible loss of 25 to 35% of the Florida grapefruit crop, with seedless varieties suffering most. Orange and tangerine losses may run 5 to 10%.

Apples.....Latest estimates point to a crop of 109,220,000 bushels--a tenth below last year and 3% less than average.

Pears.....Total production placed at 26,400,000 bushels--13% smaller than 1959 and about an eighth below average.

Grapes.....This year's crop estimated at 3,071,600 tons is down 2% from last year but 6% larger than average. European type--grown in California and Arizona--is forecast at 2,784,500 tons--3% less than last year but 4% above average. California raisin varieties are estimated at 1,700,000 tons; wine grapes 545,000 tons; and table varieties 530,000 tons--each smaller than 1959, with wine and table varieties below average. Output of raisin varieties, though, is 11% above average.

Dried.....California's output--estimated at 135,000 tons--is 3% below 1959 and 11% smaller than average.

Prunes
Cranberries..Crop will reach record levels--1,288,500 barrels--4% greater than last year's bumper crop and 29% above average.

Dates.....Marketable supplies of California dates are expected to be about as large as last year.

Frozen.....September 1 stocks stood at 493,000,000 pounds--3% below average and 8% below a year earlier. Orange concentrate supplies totaled 30,000,000 gallons, some 8,000,000 less than were on hand September 1, 1959.

NUTS:.....Pecan crop estimated at 185,200,000 pounds--29% more than last year and nearly a fourth above average. Walnut output forecast at 72,300 tons--16% above last year but 4% below average. Almond crop indicated at 54,000 tons--35% below 1959 but a sharp 36% above average. Filberts, latest estimates place the crop at 8,270 tons--3% above average but 18% under last year's large output. Peanut crop estimated at 1 billion, 688 million pounds. That is about 96 million pounds above both last year's production and the 1949-58 average.

The Plentiful Foods Program

The Agricultural Marketing Service of the U. S. Department of Agriculture, through its Plentiful Foods Program is cooperating in these food campaigns:

CRANBERRY INDUSTRY PROMOTION..Oct.-Jan

OCTOBER CHEESE FESTIVAL....Oct. 1 - 31

RICE HARVEST FESTIVAL.....Oct. 1 - 31

NATIONAL APPLE WEEK.....Oct. 13 - 22

FISH 'n SEAFOOD PARADE.....Oct. 17 - 25

NATIONAL RESTAURANT MONTH...Oct. 1 - 31

KRAUT, PORK 'n APPLE DINNER SEASON.....Oct. 15 - Nov. 30